

Sherry (Hua-Ying) Hsu

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PROFILE

Marketing master's student with business analytics focus and with hands-on experience in product marketing strategy, market data analytics and corporate communications. Proven ability to turn data-driven insights into strategies through academic projects, while also driving engagement with impactful content at Applied Materials.

Skills: Python, SQL, R, Power BI, Google Analytics, Excel, Microsoft 365

EDUCATION

Purdue University, Daniels School of Business

West Lafayette, IN

Master of Science in Marketing (\$4,500 merit-based scholarship)

December 2026

- Focus Areas: Business Analytics, Marketing Management, Digital Marketing
- Project: Analyzed coupon campaign using two-proportion Z-test, revealing similar response rates but higher revenue potential from multi-session offer.

National Taiwan Normal University (NTNU)

Taipei, Taiwan

BA Department of English, GPA: 3.6/4.0

June 2025

PROJECTS

Big Data Programming (NTNU)

February 2024 - June 2024

- Integrated Python and Excel to automate a lucky draw system, improving efficiency for a student event.
- Built a Python web scraper to collect university employability rankings and analyze cross-year trends.

AI Chatbot for Emotional Comfort: Project "Psyche"

July 2021 - June 2024

Chief Marketing Officer & Co-founder

- Co-led development of an AI-based grief comfort solution with conversation and emotional interaction.
- Conducted user research and designed marketing strategy to align product with sensitive user needs.
- Won 3rd Place (APEC YIE), 4th Place (NTNU Startup Competition), and became National Finalist (Taiwan Business Strategy Association).

PROFESSIONAL EXPERIENCE

The Hoffman Agency

Taipei, Taiwan

Account Intern

February 2025 - April 2025

- Improved Uber & Uber Eats' brand analysis by using media analytics to conduct sentiment and engagement tracking, resulting in more targeted and data-driven PR strategies.
- Collaborated Devcore's press conference by coordinating media outreach and event logistics, leading to 5+ media coverages and a 20% spike in brand mentions.
- Delivered executive media training for Alibaba.com through crisis simulations and mock interviews, strengthening media readiness.

Advantech

Taipei, Taiwan

Campus Ambassador

June 2024 - April 2025

- Produced social content (IG Reels, interviews) reaching 6,000+ views, strengthening Advantech's presence among university students.
- Coordinated a 120-student on-site visit with an employer panel and facility tour, boosting the company's brand visibility and engagement with prospective student talent.

Applied Materials Taiwan

Hsinchu, Taiwan

Communications & Public Affairs Intern

July 2024 - August 2024

- Created a corporate branding video with 3,000+ views among 4,000 employees, aligning departmental messages.
- Authored internal ESG article series and intern stories, each achieving 3,000+ views / 90% view rates, simplifying complex concepts and boosting company-wide awareness.